

# Simplified Spa: Top Ways to Use Technology in Your Business

Written by Mara Shorr, BS, CAC II-XIV and Jay A. Shorr, BS, MBM-C, CAC I-XIV



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In today's fast-paced world, incorporating technology into your business may seem overwhelming. But, in reality, with the investment of time and money (a little or a lot), you'll be surprised at how much easier life can get.

Keep reading for top tips on how to incorporate technology into your spa to make things easier for you and your team.

## **MASTER THE BASICS**

First, make sure you're working within the century when it comes to the basics. For example, be sure that you're using an electronic client calendar (that is HIPAA compliant, should your industry dictate) over a paper calendar. Don't laugh – we still see it now and then! Next, you should be sending out monthly or bi-monthly e-newsletters using software like Constant Contact or MailChimp instead of a printed newsletter. Finally, we're going to trust you have an electronic database of all of your clients (again, HIPAA compliant if your industry dictates).

## **VIDEO CAMERAS**

Now, to kick things up a notch, install video cameras to protect you and your team against theft. Pixelated videos are often a thing of the past and you now have the ability to view the video feed from apps on your phone, as well as receive alerts for after-hours movement. (No one should be doing inventory at 2:00 A.M.) However, keep in mind that certain areas, such as bathrooms and client treatment rooms, are off-limits, so focus on entryways, hallways, reception areas, and inventory rooms.

## **SOCIAL MEDIA SCHEDULERS**

Apps, like Tailwind or Hootsuite, help schedule your social media ahead of time. We find that our clients, as well as our own company, save an incredible amount of time by programming our social media in batches. In addition, scheduling helps keep the spa on track without going days without posting to your audience. Keep current events in mind, though. Be sensitive with your pre-programmed posts, as it may appear insensitive to post a silly meme if there is a national or international tragedy.

## **CHAT FUNCTIONS**

Online chat functions, like Apex Chat, can expand your office's accessibility and increase the ability to speak with clients in a format that works for them. Your team can't be everywhere at once, so utilizing a service like this can help curate leads. Choose the right system that charges your office for the leads, not just every person who may ask about the office's hours or want to know the cross streets, for instance, in order to keep expenses in line.

Consider a chatbot on your Facebook page. You'll find your spa may get asked certain questions time and time again via Facebook messages. Test the waters with a chatbot to see if it is right for you, keeping in mind that medical advice should never be given out by unlicensed professionals.

## **SCHEDULING AND CALENDAR**

Explore a scheduling option that allows clients to automatically make their appointments online. If you're a medical spa, make sure that the software is HIPAA compliant. If you're a day spa and HIPAA doesn't apply to your office, look into options like Calendly or Square that sync with your electronic calendar system.

Sync your electronic calendar with a system that sends out automatic messages to clients, such as Solutionreach. These can include appointment reminders one and two days before their scheduled appointment, birthday messages, and recall messages when a client is overdue for a regular treatment, such as microdermabrasion, injectable treatments, or monthly massages or facials.

## ELECTRONIC TO-DO LIST

Keep track of your “to-do” list with an electronic system. We love HighRiseHQ from the makers of Basecamp, but have found that others in our industry love monday.com and Trello. Whichever you choose, make sure that it works for you, noting that it should have both an app and a cloud-based website that allows your busy self to set deadlines and break down priorities into categories, such as marketing, staffing, contracts, and more (bonus points if it allows you to delegate to other team members as well).

Embrace technology in your office and find out how it can help you save time and money along the way.



*Mara Shorr, BS, CAC II-XIV serves as a partner, as well as the Vice President of Marketing and Business Development for Shorr Solutions, assisting medical practices with the operational, financial, and administrative health of their business. She is a Level II through XIV Certified Aesthetic Consultant and program advisor, utilizing knowledge and experience to help clients achieve their potential. A national speaker and writer, she can be contacted at [marashorr@shorrsolutions.com](mailto:marashorr@shorrsolutions.com) (<mailto:marashorr@shorrsolutions.com>) (<mailto:marashorr@shorrsolutions.com>).*



*Jay A. Shorr BA, MBM-C, CAC I-XIV is the founder and managing partner of Shorr Solutions. He is also a professional motivational speaker, an advisor to the Certified Aesthetic Consultant program and a certified medical business manager from Florida Atlantic University. He can be reached at [jayshorr@shorrsolutions.com](mailto:jayshorr@shorrsolutions.com) (<mailto:jayshorr@shorrsolutions.com>). (<mailto:info@thebestmbs.com>) More information on the awarding practice management consulting company Shorr Solutions can be found at [www.ShorrSolutions.com](http://www.ShorrSolutions.com).*

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